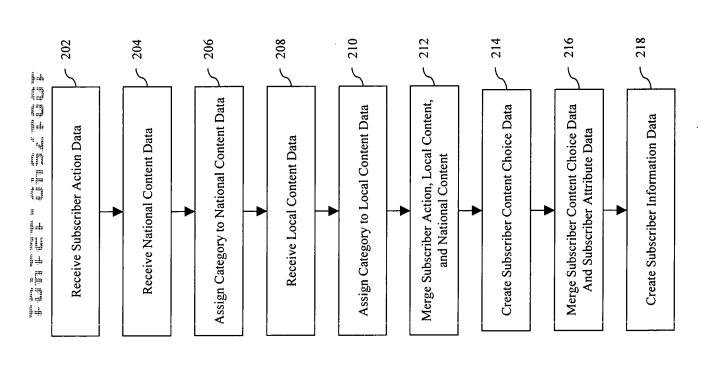
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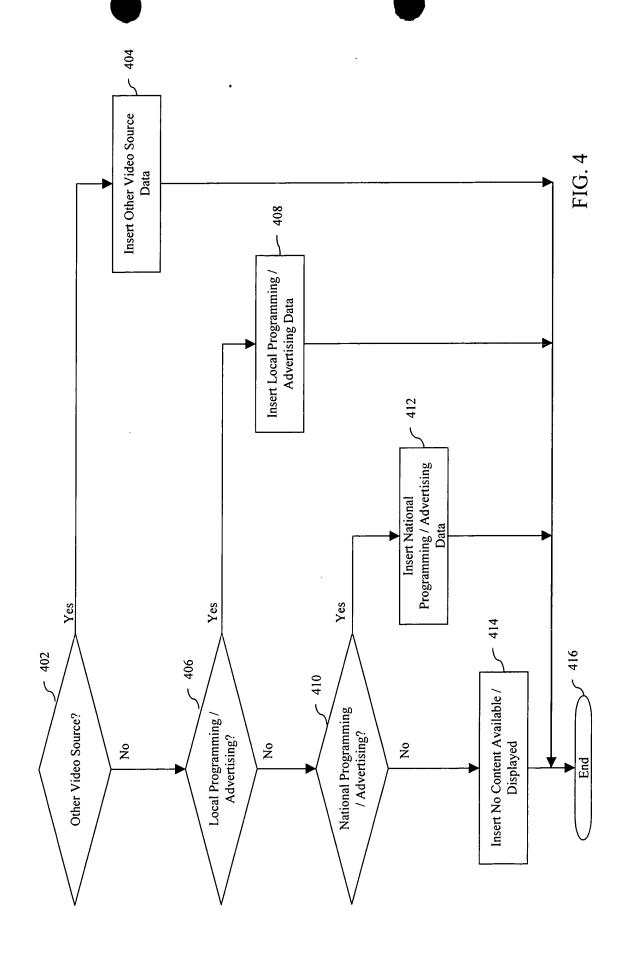


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		Content Type	National	Programming	National Advertising	local l	Programming	Local Advertising	Other Video Source
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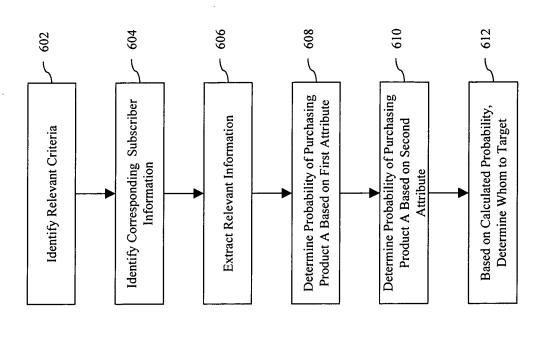
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FIG. 3B

2 1 1 A



			vent Ad	905			iA Golf				208		;					510				
504	Content	NCAA Basketball	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad	NCAA Basketball	NCAA Basketball, Automobile Ad 1	NCAA Basketball	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament	DVD Movie – Science Fiction	DVD Movie – Science Fiction DVD Movie	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1	NBA Basketball	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2	NBA Basketball	NBA Basketball, Local Retailer Ad. Sporting Goods Ad 1	NBA Basketball	NBA Basketball, Airline Ad 1, Automobile Ad 4, Credit Card Ad 2	NBA Basketball					
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708	Purchase Product A	Yes	Yes	No	Yes	No	No	No	Yes	No
706	City	A	A	A	В	В	В	C	C	C
704	Viewing Pattern	Show 1	Show 2	Show 3	Show 1	Show 2	Show 3	Show 1	Show 2	Show 3
Subscriber Information Database Extract										

FIG. 7A

		; سر	724			
	Probability of Purchasing Product A	Probability (%)	2.99	33.3	33.3	FIG. 7C
	Probability of Pur	City	· V	В	C	
720) 	7.14			
	lity of Purchasing Product A	Probability (%)	66.7	50.0	0.0	FIG. 7B
	Probability of Pur	Viewing History	Show 1	Show 2	Show 3	
710	712	J				